

## REMARKS

Claims 1, 9-15, and 19-20 are pending in the application. Claims XX have been amended herein. No claims have been allowed.

### ***Rejections under 35 U.S.C. § 112***

Claims 1, 9, and 11-14 were rejected under 35 U.S.C. § 112, second paragraph, as being indefinite. Applicants have amended each of the indicated claims to modify the language that was indicated to be indefinite. Applicants respectfully request withdrawal of the rejections.

### ***Rejections under 35 U.S.C. § 102***

Claims 1, 9, 11, 13-14, 20 and 21 were rejected under 35 U.S.C. § 102, as being anticipated by Perge et al. (U.S. Patent Application No. 2003/0014373). Applicants respectfully traverse the rejection. Independent claims 1 and 9 include at least one limitation not taught or suggested by Perge.

Perge discloses a matching system and method for matching business partners. The matching system incorporates a method enabling a presenter, such as a company seeking funding, to prepare a profile template. The profile template provides information parameters useful for a searcher, such as a venture capitalist, to make an initial partnering decision.

Perge does not disclose or suggest at least means for products and services to be characterized by a plurality of personality profiles, comprising product personality profiles, service personality profiles, states and behavior models, and means for matching product personality profiles with individual personality profiles, and for matching service personality profiles with individual personality profiles, wherein individuals comprise consumers (claims 1 and 9 as amended). Perge further fails to disclose transactions as in the claims (e.g. means for transactions based on at least one of individual and group personality profiles, wherein transactions comprise commerce transactions as in claim 1). A transaction in Perge is merely an exchange of information between parties such as a company and a prospective partner (see paragraph 16 of Perge for example). For these reasons, Applicants respectfully submit that claims 1 and 9 and their respective dependent claims are not anticipated by Perge.

***Rejections under 35 U.S.C. § 103***

Claim 10 was rejected under 35 U.S.C. § 103(a), as being unpatentable over Perge in view of Focant et al. (U.S. Patent Application No. 2002/0194334). Focant is cited for teaching means for configuring products/services with RF tags. However, Applicants respectfully submit that the combination of Perge and Focant does not result in the claimed invention. Further, Focant does not supply the deficiencies of Perge as stated above with reference to claims 1 and 9. For this reason, one of ordinary skill would not have been motivated to make the suggested combination. Applicants therefore respectfully submit that claim 10 would not have been obvious in view of Perge and Focant.

Claim 12 was rejected under 35 U.S.C. § 103(a), as being unpatentable over Perge in view of Lieben et al. (U.S. Patent Application No. 2002/0040310). Lieben is cited for teaching a means for one user to query another. However, Applicants respectfully submit that the combination of Perge and Lieben does not result in the claimed invention. Further, Lieben does not supply the deficiencies of Perge as stated above with reference to claims 1 and 9. For this reason, one of ordinary skill would not have been motivated to make the suggested combination. Applicants therefore respectfully submit that claim 12 would not have been obvious in view of Perge and Lieben.

Claim 15 was rejected under 35 U.S.C. § 103(a), as being unpatentable over Perge in view of Adar et al. (U.S. Patent Application No. 2003/0217106). Adar is cited for teaching a means for the personality profile to be constructed/deconstructed into a plurality of personality profiles. However, Applicants respectfully submit that the combination of Perge and Adar does not result in the claimed invention. Further, Adar does not supply the deficiencies of Perge as stated above with reference to claims 1 and 9. For this reason, one of ordinary skill would not have been motivated to make the suggested combination. Applicants therefore respectfully submit that claim 15 would not have been obvious in view of Perge and Adar.

Claim 19 was rejected under 35 U.S.C. § 103(a), as being unpatentable over Perge in view of Abrams (U.S. Patent No. 7,069,308). Abrams is cited for teaching a means for the individual to form a personal matching network. However, Applicants respectfully

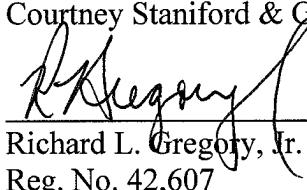
submit that the combination of Perge and Abrams does not result in the claimed invention. Further, Abrams does not supply the deficiencies of Perge as stated above with reference to claims 1 and 9. For this reason, one of ordinary skill would not have been motivated to make the suggested combination. Applicants therefore respectfully submit that claim 19 would not have been obvious in view of Perge and Abrams.

***Conclusion***

Applicants respectfully submit that the claims are allowable in view of the foregoing amendments and arguments.

If in the opinion of the Examiner, a telephone conference would expedite the prosecution of this application, the Examiner is encouraged to call the undersigned at (408) 342-1900.

Respectfully submitted,  
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